

he Carolina Farmer

PREMIUMS FOR PROGRESS

How one rural electric cooperative
members build a better life

NEW FARM PROGRAM

"Soil Bank" means to you

JANUARY, 1956



Be sure you see what's **NEWEST** in TV!

1956



The **KIMBERLEY**
24-inch "Cabinet of Light" TV. Mahogany grained finish; Blonde Karina extra.



The **KELSEY**
21" TV with HaloLight. Mahogany grained finish; Blonde extra.

SYLVANIA TV WITH HALOLIGHT

"THE FRAME OF LIGHT THAT'S KINDER TO YOUR EYES"

This year's Sylvania® gives you the biggest, brightest new look in TV! Yesterday's dark, confining picture frame is out! Sylvania's new "Cabinet of Light"—with 30% more HaloLight® surround lighting is the newest look in TV! Every picture is suspended in a soft glow of HaloLight. And the picture looks *bigger* than ever before!

The picture's *brighter*, too. New

"Silver Screen 85" picture tube increases contrast—lets you see up to 250 distinct shades from black to white.

The new Sylvania "Custom 33" chassis is the most powerful on the market today—designed for difficult city and remote fringe areas.

Your best buy anywhere is 1956 Sylvania TV with HaloLight. Come in soon for a free demonstration.

The **PALMER**
New 21" "Cabinet of Light" TV. Mahogany grained finish; Blonde Karina slightly extra. Legs extra.



NEW *"Cabinet of Light"* **TV**
gives you **30% more HALOLIGHT**

Sylvania does away with the "picture in a prison." There's no chrome, gilt or metal to take your eyes off the picture. "Cabinet of Light" means TV's most comfortable viewing!

LOOK what **HALOLIGHT** does for your eyes

If you have trouble
reading these 2 lines

You need a margin of
"surround light" like this

SEE YOUR NEAREST SYLVANIA DEALER

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JERRY ANDERSON, Editor

REBEKAH RIVERS, Assistant Editor • LYNN BRUNSON, Editorial Assistant

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Facing Facts . . .

ON PAGE TWELVE YOU'LL find our somewhat sketchy account of the annual meeting of the National Rural Electric Cooperative Association in St. Louis last month. It is sketchy because the date of the meeting coincided exactly with our deadline. We were able to cover it, but not in the detail which we would have preferred. Perhaps next month we can bring you more of the sidelights that add flavor to this tremendous affair.

Each year the NRECA meeting grows bigger and more valuable. We doubt that there is any better testament to the rural electrification program than the fact that almost 6,000 farmers were willing to go to St. Louis in the middle of winter to discuss their mutual problems.

MANY OF THOSE AT THIS meeting recalled the first NRECA annual meeting 14 years ago—almost to the day. At that one, only a few hundred people were present, and most of them were management personnel. Since that time, NRECA has become one of the most widely respected and effective national associations in America. Its influence is far greater than that of other organizations of similar size and resources.

NRECA provides many valuable services to its member co-ops, but it is perhaps most effective in the field of legislation. Here the organization competes with a number of other groups that have more manpower and more money. But NRECA always acquits itself well against these odds.

THERE ARE MANY REASONS for this. Most important, of course, is that the rural electrification program is sound and beneficial to all Americans, whether or not they live in the country. It's always easier to sell a good, honest product. But good products do not always sell themselves; the best of them need good salesmen.

That's where the excellent NRECA staff comes in. General Manager Clyde T. Ellis has gathered about him a group of extremely competent and dedicated people. As long as that staff is on the job, you can be sure your interests are well represented in Washington.

—JERRY ANDERSON

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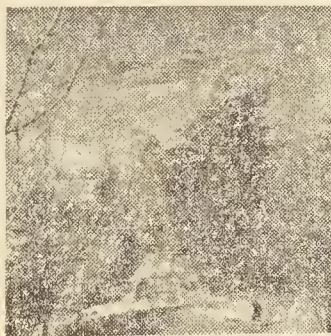


Photo by Grant Hielman

ABOUT THE COVER

Just to prove to some of our friends down east that all of North Carolina isn't in the Sunny South . . . That's Beech Mountain in the background, standing a chilly vigil over Lees-McRae College at Banner Elk. Sleds, anyone?

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Tarheel

FARMING

**A Digest of the Month's Most
Significant Farm News**

Cooley Introduces Bill to Decrease Flue-Cured Tobacco Allotments 20%

Rep. Harold D. Cooley "reluctantly" introduced a bill in Congress on January 11, authorizing the Secretary of Agriculture to decrease acreage allotments for flue-cured tobacco growers by 20 per cent in 1956. This is an 8 per cent increase over the 12 per cent acreage reduction proclaimed by Secretary of Agriculture Benson in July. Immediately after presenting the measure, the Congressman sent a copy to Benson with a request for an official report of the Department of Agriculture on its proposals.

The Chairman of the House Committee on Agriculture presented his bill with many reservations as to the advisability of further acreage reductions. He stressed that the bill "does not necessarily reflect my own views, nor have I been convinced that a further reduction in acreage is necessary, but since the Department of Agriculture has not initiated legislation, I have assured those who believe that a further acreage reduction is necessary and desirable that I would introduce a bill . . ." The Congressman further avowed that the matter would end should the Secretary's recommendations be unfavorable.

In the event of favorable reaction from USDA and scheduled hearings, Cooley said he will immediately call members of Congress in whose districts flue-cured tobacco is produced, to obtain their views concerning the proposals of the bill. He doubted that either the President or Secretary Benson would find the bill necessary or desirable.

A quick poll of 8 of the State's 14 legislators during the week preceding the bill's introduction revealed that those polled felt the acreage allotment should stand at the 12 per cent already proclaimed.

Champion Corn Grower

John Gilmore, Rt. 2, Candler (Buncombe County) produced 149.83 bushels on one acre in 1955, which won him the title of North Carolina's official corn-growing champion of the year. He grew U. S. 282 hybrid. He was also state champion in 1953 with 158.27 bushels and runnerup in 1954 with 139.44 bushels. The state junior champion for 1955 is David Owens, Rt. 1, Mooresville. His yield was 136.01 bushels per acre. Owens is the first junior champion to come from the Piedmont section. He planted Dixie 82 hybrid.

Quick but Important

• A North Carolina girl won the coveted "Maid of Cotton" title in the contest finals at Memphis, Tennessee, last month. Pat Cowden of Raleigh will be 1956's official goodwill ambassador for the cotton industry and will tour the entire nation, parts of South America, and Europe in her new role. She is North Carolina's first National Maid of Cotton, and the industry's eighteenth.

• Regional Rural Health Conferences will be held this year at Clinton and Hickory. Local planning committees have selected March 1 as the date for the Eastern Conference at Clinton and March 14 for the Western Conference at Hickory.

• Four new pole barn plans, prepared by USDA, are now available to Tar Heel farmers. Plans may be inspected in county agents offices and ordered from extension agricultural engineering department, N. C. State College, Raleigh.

Boll Weevil Warning

George D. Jones, extension entomologist, predicted at a pesticide school last month that unless North Carolina gets several days of below 15 degree weather, bottom farmers can watch out for the boll weevil this season. He said that trash counts in 14 counties indicated that weevils may be out in large number from early June in at least half of North Carolina's counties. It appears that the southeastern areas may have more weevils than any year since 1950. Tar Heel farmers will also be plagued by new pests, he added. This include alfalfa weevils and loopers on tobacco. The latter is said to be the same thing as the cabbage looper. Alfalfa weevil can be controlled with aldrin or dieldrin, while endrin, one of the new tobacco insecticides, is very effective with the looper.

Acreage Reduction

The North Carolina State Board of Agriculture went on record last month in favor of a 20 per cent reduction in flue-cured tobacco acreage for 1956. The vote was unanimous. Agriculture Secretary Ezra Taft Benson has ordered a 12 per cent reduction and growers approved in the July referendum. A 15-member belt-wide flue-cured tobacco advisory committee also favors a 20 per cent reduction, along with directors of the N. C. Farm Bureau. Approximately 200 growers from five states voted in Raleigh in September in favor of a larger cut than the proposed 12 per cent.

1955 Tobacco Allotment

State ASC officials recently announced that 5,417 farms in North Carolina with tobacco allotments last year did not plant any of the weed. Total allotted acreage which was not planted amounted to 4,945 acres. A total of 653,193 acres of flue-cured and burley tobacco were harvested.

THE CAROLINA FARMER

Washington

As Reported By William S. Roberts



Eisenhower's budget proposes \$185-million for rural electrification lending program

President Eisenhower's Federal budget for 1957, for the second consecutive year, contemplates rural electric and rural telephone lending programs of \$185-million, and \$80,000,000 respectively.

The President requested that Congress make available \$145,300,000 in new funds for the REA Administrator to conduct the rural electrification program. Last year, REA was authorized \$160-million. According to the President's budget, REA will have \$35,223,431 in funds carried over from the current fiscal year. To this will be added \$4,500,000 of loan funds re-

scinded in previous years.

The total available regular funds will be \$185,023,431 which is within \$23,431 of the planned \$185-million lending program.

Presumably, a \$25-million reserve authorization will carry REA over any emergency. The so-called reserve authorization is the former contingency fund, which was used to overcome the state allotment formula. The outmoded allotment formula was modified during the last session of Congress. REA will have \$210,023,431 available, counting the reserve authorization.

Only \$49,500,000 was requested in new authorizations for the telephone program. Last year, the President asked for \$70-million, which was raised to \$75-million by the Congress. The President's budget said that \$29,556,176 will be carried over from this year's loan authorization. This added to \$1,000,000 loan recissions in previous years makes a total available for the electric program of \$80,056,176.

Similar to the electric lending program, REA's planned lending program of \$80-million comes within \$56,000 of the total funds available.

In administrative funds, the President asked that REA receive \$8,700,000, an increase of approximately \$600,000. Presumably, the increase is to cover the increased salaries and expenses brought about by the salary increases to Federal employees during the last session of Congress.

The total backlog of REA loan applications in Washington and the field was approximately \$256-million as of January 1, 1955. The total backlog of loan applications has increased gradually since fiscal 1952, whereas the backlog of applications in Washington has decreased up until January 1, 1955.

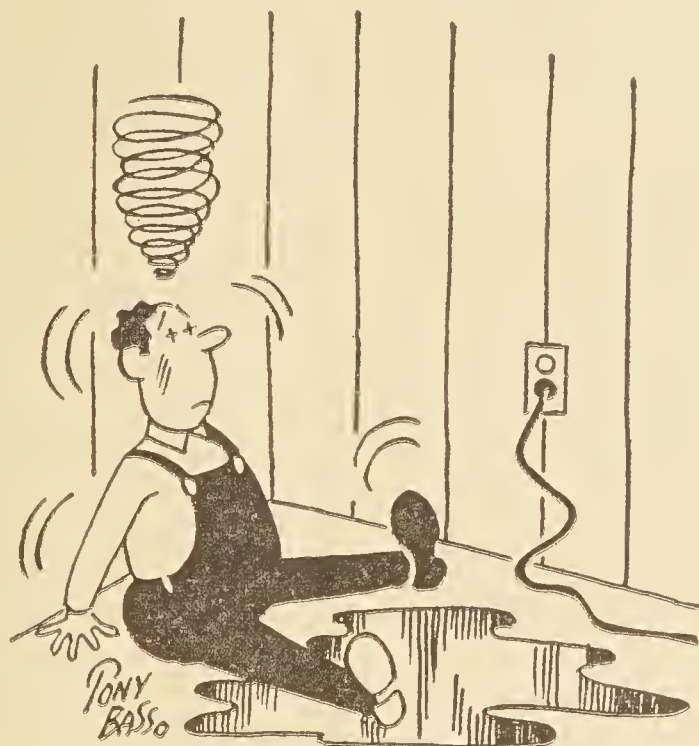
Tennessee Valley Authority funds were slashed to only \$5,357,000 for fiscal 1957, a reduction of over \$22,000,000. Last year TVA was appropriated \$27,053,000.

According to Charles Robinson, NRECA staff engineer, "Of the \$5,357,000 requested for fiscal 1957, absolutely none is earmarked for investment in power facilities. \$5,762,000 of the \$16,560,000 carryover from fiscal 1956 will be used for cleanup work at five existing steam plants already in operation. No funds are requested for construction of new capacity.

"The Budget states that completion by the Corps of Engineers of the Cumberland River hydro plants (Old Hickory, 10,000 kw; Cheatham, 36,000 kw) and the 50,000 kw Alcoa plant at Chilhowee will increase TVA system

(Continued on Page 16)

Speaking of Safety . . .



Shocked, stunned and frightened
Is John de Bent
Plugged in while standing
On wet pavement

—BETH WILCOXON

TIPS

from the VET

By DR. J. W. BAILEY

When to Breed Heifers

There is no such thing as a definite age at which dairy heifers should be bred for the first time. Instead, the time is properly dependent on size. If heifers are well-fed and properly cared for, most of them will be big enough to breed at about fifteen months of age so they can freshen at two years and start paying off their board bill. However, many heifers will be too small at that age.

Some of them will be naturally small for their age, but most of them will be under-developed because of poor feeding. It's regrettable but true that a great many dairy calves are weaned early and then more or less forgotten until they get up around fifteen months of age. Then they are bred and forgotten again until they approach calving time.

At that time they try to deliver a good sized calf from an under-developed reproduction tract, and the job may be physically impossible for them. As the best and most humane way out of such a situation, most veterinarians will perform a caesarean operation. As an alternative, the calf may be cut up inside the cow and taken out in pieces. In a few cases we have known heifers to be hopelessly crippled by having calves pulled out with a tractor or block and tackle. No matter what is done, trouble at calving time may leave the heifer as a non-breeder and poor milk producer.

The practice of breeding dairy heifers to bulls of a beef breed to get smaller calves doesn't strike us as the right answer to this problem. In our opinion, heifers that require such service aren't big enough for service by any kind of a bull. We personally feel that calving time difficulties with heifers can better be prevented by either:

1. Doing a better job of feeding and raising heifers so they're really big enough to breed at fifteen months of age, or

2. Feeding the heifers as usual, but waiting until they are big enough to breed, even though they are two years old or more by that time.

Holst-I-ne or Holst-E-ne?

For those who have trouble deciding whether to pronounce the "E" or the "I" in Holstein, the N. C. Holstein NEWS passes along these rhymes:

If you "Follow the Trend" and "Keep up with the Times"

*Your dairy herd will be REGISTERED
HOLSTEINS.*

*They're the "Breed of Today," they're the
"Sign of the Times"*

*Your "Future is Bright" if you have
REGISTERED HOLSTEINS.*

*If you've pronounced it right and said
REGISTERED HOLSTEINS*

You'll find that it doesn't—but it almost rhymes.

The words within the quotation marks, the NEWS adds, are slogans lifted from national Holst-I-ne advertising.

WILLIE FIGHTS FOR LIFE

Columbia, S. C.—Willie Wiredhand was fighting for his life January 13 when his creator was called as a final defense witness in the Reddy Kilowatt vs. Willie Wiredhand lawsuit in South Carolina's Federal District Court.

Willie's creator, Andrew L. McLay, advertising manager for *Rural Electrification Magazine*, was the third and final defense witness to testify as the court trial neared conclusion. The previous two witnesses were William S. Roberts, editor of *Rural Electrification Magazine*, and Clyde T. Ellis, NRECA general manager.

Ellis, who returned to Washington immediately after testifying, described the trial as a "dog-eat-dog" affair between the profit-conscious power companies and non-profit rural electric corporations. This is the most vicious thing that the rural electric systems have yet encountered. "We're not fighting one or ten power companies this time," Ellis said, "there are over a hundred of them suing us."

Ellis said that Reddy Kilowatt's creator, Ashton Collins, was urged to extend Reddy Kilowatt promotion services to the rural electric co-ops. The request was turned down by Collins.

Ellis accused the private power com-

panies of pirating customers from rural electric systems, despite the fact that "we are at the mercy of power companies for half of the power we buy. Pirating is not, as far as we are concerned, something typical of the electric business," he testified.

Willie Wiredhand's attorneys attempted to illustrate to the court that there was "a lack of confusing similarity" between Willie Wiredhand and Reddy Kilowatt, as Reddy's lawyers charged.

Willie's attorneys said that Willie's components were tangible, distinct parts of an electric light cord. In contrast, Reddy Kilowatt is a fanciful character with a bolt of lightning as his outstanding characteristic.

Roberts, via telephone from South Carolina, described the trial as one of the rare occasions when power companies openly attack rural electric co-ops. He said that they are barring no holds in attempting to prove to the court that there is competition for customers between power companies and rural electrics.

It is expected that the court will adjourn following McLay's testimony and that the judge will render a decision in approximately 90 days.

Here's what the Administration's new

SOIL BANK PLAN

will mean to you on your North Carolina farm. Better study up on it, because you'll be living with the Soil Bank for a long time

LAST month, President Eisenhower sent his long-awaited farm message to the Congress. The contents surprised no one. For sometime everyone had known that the Administration's new farm program would be built around a "Soil Bank" proposal. Nearly everyone knew also that the President would call for acreage reductions and conservation measures.

When the message was released, observers noted that the President had wrapped up all three of these programs in one package. He proposed a Soil Bank Program of two parts.

The first is called the Acreage Reserve Program—a plan which calls for farmers to voluntarily reduce their acreage of wheat, cotton, rice and corn. In return, they would be paid for the crop they do not grow.

The second is called the Conservation Reserve Program—which would take marginal, or poor, land out of cultivation. The farmer would agree to shift this land into forage, trees or water storage. In return, he would be paid "for a period of years related to the length of time needed to establish the new use of the land."

The President also included in his program new methods of disposing of surpluses and recommendations for research and credit. But the heart of the program is the "Soil Bank."

North Carolina farmers will be less affected by the Soil Bank than those in other major agricultural states. This plan is patently designed for the producers of foodstuffs. It does not even mention tobacco, which is by far and away the major cash crop here.

We do, of course, produce sizable

amounts of cotton, corn and wheat, but our market sales for these products do not approach those of many other states. Peanuts are important in the northeastern section of the state, but are not grown commercially elsewhere.

In the southern Piedmont where corn is grown in large quantities, many farmers do not choose to grow under acreage allotments, thereby passing up price supports. Much of the crop is used to feed livestock at home, and is not marketed.

Cotton is discussed in the President's message at some length. Soybeans, a principal Tar Heel crop, is mentioned in passing. The President says that market conditions are better for soybeans, and that the support rate will be higher this year.

With these thoughts in mind, let's

take a closer look at the Soil Bank Program.

First, the Acreage Reserve. This plan, says the President, revolves around the voluntary reduction of acres now planted in cotton, corn, wheat and rice. The President indicates that he would like for cotton and wheat growers to reduce their present allotments by 20 per cent.

In return, farmers would receive certificates which they could convert to cash, or swap for a specified amount of surplus commodities. In other words, the certificates would be equal in value to a certain percentage of the value of the crop he would have normally harvested on the diverted acres. If the farmer had taken ten acres of wheat out of production, for example, the certificate could be swapped for surplus wheat or converted to cash.

The farmer, of course, would agree not to graze or harvest any crop from the diverted acres.

Says the President: "This deferred production plan uses the surplus to reduce the surplus."

Second, the Conservation Reserve: The President notes that much land is being cultivated which should be in trees or other conservation programs. The cropping of such land wastes soil and water resources, and increases the surpluses.

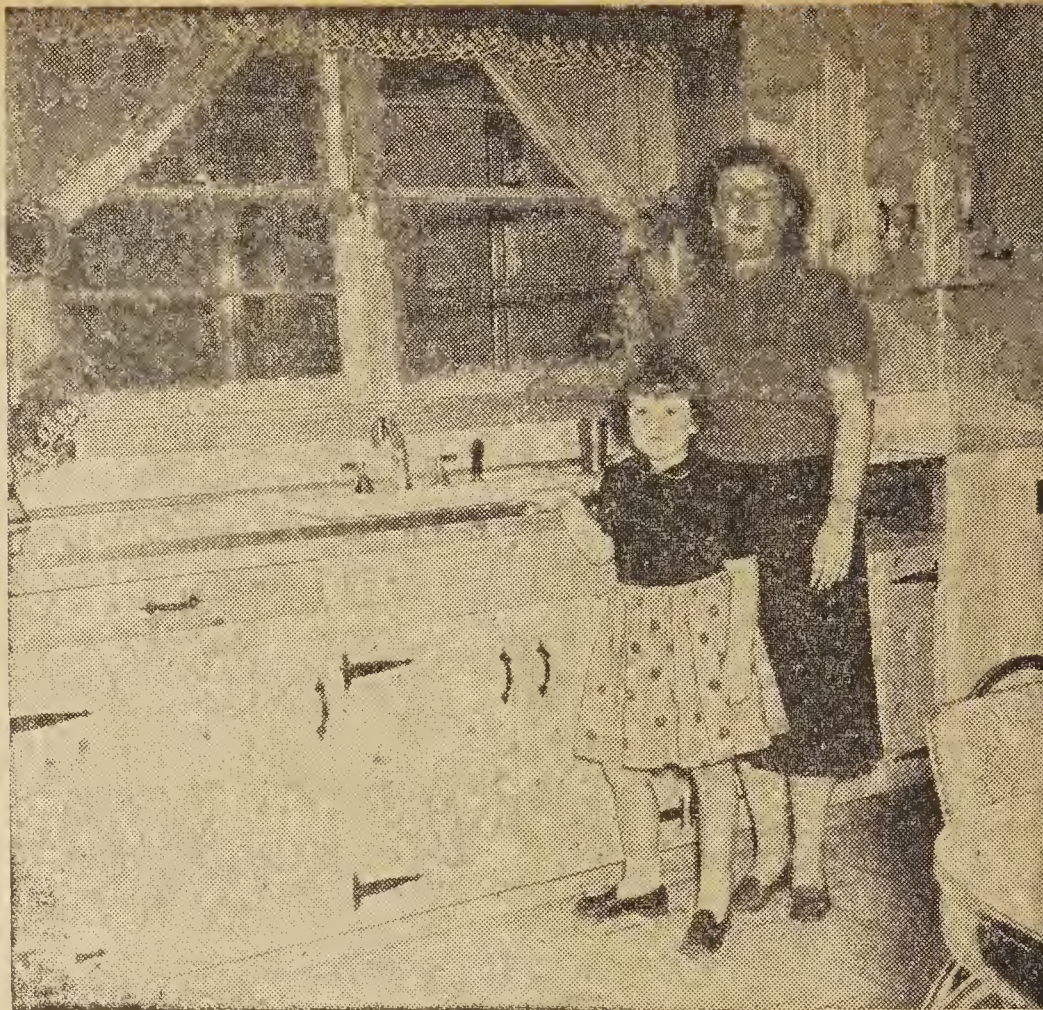
He proposes that farmers contract with the government to shift this land to conservation practices. Any farmer would be eligible to participate in this program regardless of the crop he produces or where he lives.

The government would pay an acre-
(Continued on Page 12)

SOIL BANK FEATURES

	ACREAGE RESERVE	CONSERVATION RESERVE
GOALS	MAINLY TO CUT PRODUCTION & SURPLUS. ALSO CONSERVATION	CONSERVATION & SURPLUS REDUCTION
CROPS	WHEAT, COTTON, MAYBE CORN AND RICE	ANY CROPLAND
ACREAGE	15-20 MILLION ACRES	25 MILLION ACRES
FARMER'S PART (VOLUNTARY)	TO UNDERPLANT ACREAGE ALLOTMENTS	TO PLACE SPECIFIC ACRES IN RESERVE
USE OF ACRES	LAND TO BE SET ASIDE... NO CROPPING FOR HARVEST. SOIL CONSERVING USES TO BE ENCOURAGED	ESTABLISH FORAGE, WATER CONSERVATION OR TREE COVER
GRAZING?	NO	PROHIBITED "FOR A SPECIFIC PERIOD"
ALLOTMENT "HISTORY" PROTECTED	YES	YES
LENGTH OF PROGRAM	3 OR 4 YEARS	5 TO 10 YEAR CONTRACTS
PAYMENT TO FARMERS	CERTIFICATES—GOOD FOR CASH OR CCC STOCKS. THEIR VALUE: AT LEAST EQUAL TO NORMAL NET PROFIT FROM ACRES NOT PLANTED	1—PART OF COST TO ESTABLISH COVER 2—ANNUAL PAYMENTS UNTIL NEW USES ARE ESTABLISHED
COST TO GOVERNMENT	UNCERTAIN. DEPENDS ON CROPS INVOLVED, RATE OF PAYMENT... HOW MANY FARMERS TAKE PART	ABOUT \$350 MILLION FIRST YEAR; \$1 BILLION FOR FIRST THREE YEARS

MODERN KITCHEN highlights new home of the J. D. Cravens, who tied for first place in contest. Here's Mrs. Craven with daughter Brenda



This rural electric co-op is making a fine contribution to rural life in its area through a contest called

PREMIUMS for PROGRESS

"We hope to see the day when the traveler passing through our Pee Dee area will be so impressed with its prosperous and progressive appearance, its neatness and orderliness, and its overall attractiveness that they will always remember it as one of the Garden Spots of America. 'Premiums for Progress' is a program dedicated to that end."

Thus Pee Dee Electric Membership Corporation (Wadesboro) launched a brand-new campaign for community improvement at the beginning of 1955—and visitors to the seven-county area (Anson, Union, Stanley, Richmond, Montgomery, Moore, and Scotland) during the past year were greeted by gaily painted mailboxes, shiny new roofs, renovated barns, landscaped lawns, and countless other improvements encouraged by this excellent campaign.

The contest, open to any farmer living within the area served by Pee Dee Electric and deriving the major portion of his income from his farm,

ended the 31st of December; records of participants were registered at the Pee Dee office; and the staff began calculating the results for top scorers. Points were granted for such improvements as new sources of income for the farm, improved farming practices, farm and home improvements, and miscellaneous items such as health improvements, community and church projects, etc. \$1,725 in bonds was set up for high scorers by Pee Dee Electric and several textile mills and banks within the Pee Dee area.

High scorers were shifted from the 134 farm families participating, and the cooperative turned the judging of the finalists to a committee composed of Gwyn B. Price, chairman, N. C. Rural Electrification Authority; Edwin S. Coates, extension agricultural engineer, N. C. State College; Jerry L. Anderson, editor, the *Carolina Farmer*; and Rebekah Rivers, assistant editor, the *Carolina Farmer*.

The judges were handed a difficult

job. Top contestants in the progress venture greeted them with inspiring stories: Stories of new homes, new roofs, farm ponds, new plumbing installations, outstanding community service contributions, and remarkable remodeling projects.

Final consultation of the judges found them with two first place winners. The Pee Dee families had made such great strides in progress that it was impossible for the group to place one above the other. And so it was decided to award two first prizes by combining the first and second prizes and dividing the total amount of \$1,500 between the two families. The Fred D. Simpson (Rt. 1, Norwood) and J. D. Craven (Rt. 2, Candor) families were awarded the first place prizes for being Pee Dee Electric's most progressive families of 1955.

The Simpson and Craven stories are equally inspiring. Both families were able to construct new homes during 1955, and they both will attest that the

new constructions wrap within their walls a veritable quarter-century of progress.

The story of the Simpson's progress actually begins back in 1946, though they were judged for only those improvements made during 1955. In 1946, this typical North Carolina farm family purchased their farm of 104 acres. It had been untended for two years prior to this purchase. Only about 20 acres was in cultivation and the soil was badly eroded.

A grim picture faced the new owners of this Anson County farm. There was no electricity in the farm house, no pasture land, no road, no mail or bus service. The farm house itself was highly inadequate—a space of 24'x38" had been cut into six rooms, and there was no closet space at all and no inside plumbing.

In 1947, the family really started out on the road to progress. They solicited the help of the soil conservation service, and through this help, brought the erosion problem under control.

Each year since, the family has made improvements: Ditches have been cleaned; land cleared; pastures sown; the land tested and limed. In 1949, a new road was built, and the Simpsons requested school bus service, not only for their own children, but for nineteen neighborhood school youngsters who were walking almost a mile to school daily. They were successful in this request, and all children concerned had bus service available to them by the beginning of the 1950 school term.

In 1951, the Simpsons applied for electric service through the Pee Dee Electric cooperative, and Mrs. Simpson says that "the happiest day in our lives was when we saw the surveyors come over the hill and across pasture, staking our new electric line route."

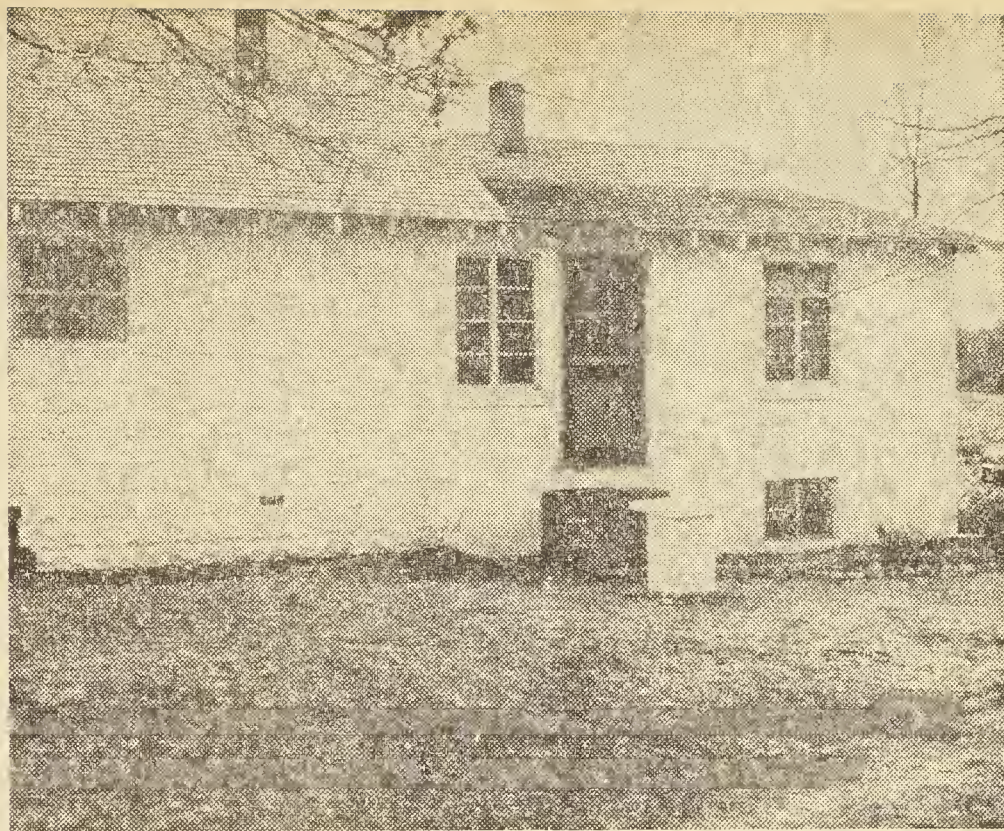
The electric line, say the Simpsons, brought not only light into the farmhouse, but a desire for all the better ways of life—and hope for the future.

Announcement of the progress contest in the co-op newsletter spurred the Simpsons to still greater achievements in 1955. The family took a look at the farmstead, and sat down to take stock of things as they were and things as they should be. They needed: a new barn, more cleared land, a comfortable modern house. And the family of 6 joined forces and entered a year of hard, but rewarding work.

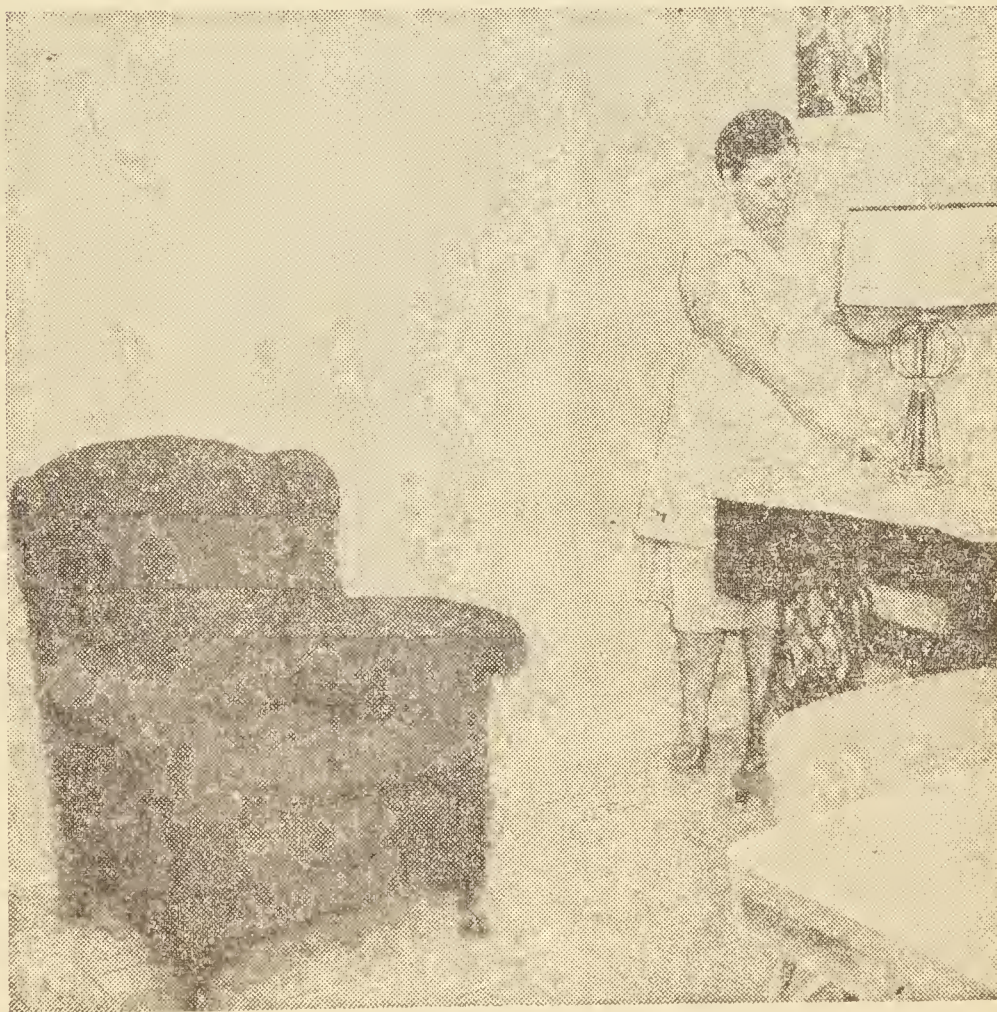
And here's what the labor reaped: A shiny new six-room house, complete with inside plumbing, hot and cold water, and a kitchen which would satisfy any woman's dreams.

The Simpsons also constructed a new

(Continued on Page 16)



HOUSE ADDITION which includes modern bathroom helped Stewart Blakleys of Rt. 1, Ellerbe to third place honors in contest. Family also painted house, repaired outbuildings and adopted recommended practices for field crops.



GOOD PLANNING featured new home of Fred Simpsons of Rt. 1, Norwood, who tied Cravens for first place. Mrs. Simpson is shown in sewing corner of big kitchen, which also has built-in space for freezer they plan to buy.

NOW KELVINATOR GIVES YOU ALL-WEATHER DRYING AT A LOW, LOW PRICE!



THE ONLY CLOTHES DRYER
WITH ALL 3 SAFETY FEATURES

1

Safe Low Temperature

Fast-fluffy drying safe for
finest fabrics!

2

Safe Cylinder

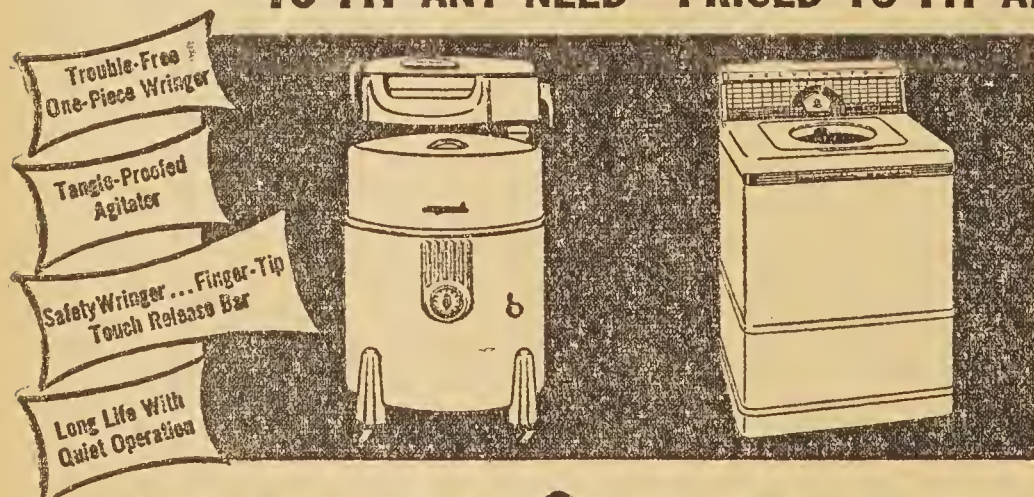
Smooth cylinder—no sharp edges—saves
wear, tear and snagging!

3

Safety Door

Dryer stops automatically when door is opened!
Add or remove clothes any time.

KELVINATOR HAS A COMPLETE LINE OF STANDARD AND
DELUXE WRINGER WASHERS, SEMI-AUTOMATIC AND AUTOMATIC WASHERS
TO FIT ANY NEED—PRICED TO FIT ANY BUDGET!



★ ★ ★

Kelvinator's Automatic
Washers Have Exclusive
3-Way Agitator To Get
Clothes Really Clean!

- ① Circulator Action
- ② Shampoo Action
- ③ Water-Jet Action

SEE THEM
AT

Kelvinator DEALERS

LISTED ON
OPPOSITE PAGE

Division of American Motors Corp., Detroit 32, Michigan

SEE YOUR NEAREST KELVINATOR DEALER TODAY!

ABERDEEN
Brown's Auto Supply Co.
Parker Ice & Fuel Co.

ALBEMARLE
A. H. Eflord Co.
Sossamon Furniture

ASHEBORO
Cut Rate Home Furniture
Economy Auto Store

ASHEVILLE
B. F. Goodrich Co.
Luther Morgan Co.
Wades Radio Service
Demos Home & Auto

AURORA
Jack McWilliams

AYDEN
Home Distributing Co.

BATH
Tankard Esso Service Station

BEAUFORT
Hamilton Furniture Co.

BELHAVEN
Radio & Electric Supply Co.

BENSON
Ryols Brothers & Barnes

BETHEL
Hunnicut Furniture Co.

BLADENBORO
Wolone Gas & Appliance Co.

BOONVILLE
Boonville Supply Co.

BURGAW
Rochelle Furniture Co.

BURNSVILLE
Edwards TV & Appliances

CARTHAGE
Carthage Ice Plant

CHINA GROVE
China Grove Hdwe.

CLARKTON
Prince Brothers

CLINTON
Sampson Hardware Co.

COATS
Wellons Merchandise, Inc.

CONCORD
Hinson's Economy Store
The Hub Co.

DUNN
Home Furniture Co.
Wellons Merchandise, Inc.

EAGLE SPRINGS
Comer's General
Merchandise

ELIZABETHTOWN
R. A. Edge Furniture Co.

ELLERBEE
Nance Hardware Co.
FAIRMONT
Robeson Furniture Co.
FAYETTEVILLE
Sellers Appliance Co.
FOUR OAKS
Four Oaks Electric Supply
FOUNTAIN
R. A. Gordner & Son
FRANKLINTON
M. B. Sasser Furniture Co.
FUQUAY SPRINGS
Fuquay Furniture Co.
GOLDSBORO
Holland Hardware Co.
Sutton-Lewis Furniture Co.

GOLDSTON
Borber Furniture Co.
GRANITE FALLS
Wilson & Abernathy Hdwe.
GRANITE QUARRY
Brown Supply Co.

GREENSBORO
Austin Furniture Co.
B. F. Goodrich Store
J. H. Swaim Lumber Co.
Nicholson Variety Store
GREENVILLE
Fisher's Appliance Corp.

GRIFTON
L. M. Smith & Son

HAMLET
Stewart Gordon Furniture Co.
HENDERSON
Satterwhite's
Triangle Furniture Co.

HIGH POINT
Cut Rate Furniture
B. F. Goodrich Co.
Rose Furniture Co.

JONESVILLE
Blackwelder Furniture
WINSTON
Rood Furniture Co.

KANNAPOLIS
Phillips Elec. Service
Kannapolis Home & Auto
KENLY
Watson Hardware & Oil Co.
KINSTON
Boker Furniture Co.
LA GRANGE
Lenior Hardware Co.

LAURINBURG
Dub's Service

LENOIR
Economy Auto Supply
Shields Refrigeration

LEXINGTON
Alexander's Auto Supply
City Appliance Co.

LIBERTY
Jenkins, Inc.
LILLINGTON
Blockmon Furniture Co.
McIntyre Home & Auto
Supply

LOUISBURG
Benton-Green Bros., Inc.
MACCLESFIELD
Corbitt & Dall

MAGNOLIA
L. E. Pope Furniture Co.
MARSHALL
O. C. Rector Hdwe.
MAXTON
Hester Kinlaw Furniture Co.
MIDDLESEX
Middlesex Furniture Co.

MOCKSVILLE
C. J. Angeil Appliance

MONCURE
Moncure Furniture Co.

MONROE
The Huntley Co.
Wooten Appliance Co.

MORGANTON
Kirksey & Co.
Morganton Home &
Auto Store

MOUNT GILEAD
Mt. Gilead Furniture Co.

MOUNT OLIVE
Reath Jones Cash Store

NASHVILLE
Home Furniture & Floor
Covering Co.

NEW BERN
Economy Auto Supply Co.
Hunning's Home & Auto
Supply

NEW LONDON
Horris & Nash

NORWOOD
Morton Appliance

NORTH WILKESBORO
Carolina Home & Auto
Supply

OXFORD
Granville Furniture Co.

PARKTON
J. Q. Parnell

PINETOPS
Crisp Bros. Furniture Co.

PINK HILL
T. A. Turner & Co.

RAEFORD
Wood Furniture Co.

RALEIGH
B. F. Goodrich Co.
Raleigh Furniture Co.

RAMSEUR
Watkins Leonard Co.

RED SPRINGS
Sanders Furniture Co.

REIDSVILLE
B. F. Goodrich
Cain & Stedman
Sands Furniture

ROBERSONVILLE
Croom Refrigeration

ROCKINGHAM
Blake-Bowles Furniture Co.

ROCKY MOUNT
Broughton-Dixon
Economy Auto Supply

ROSEBORO
Butler Furniture Co.

ROSE HILL
Frederick's

RURAL HALL
Slote Furniture Co.
SALEMBURG
Royal Brothers Hardware

SALISBURY
B. F. Goodrich Store
Haden Tire Service
City Appliance Co.

SANFORD
Gallup's Hardware Co.
Thomasson Furniture Co.

SILER CITY
Butler Furniture Co.

SNOW HILL
L. L. Murphrey, Jr.
Newcomb Appliance Co.

SOUTHERN PINES
Brown's Auto Supply, Inc.

SPRING HOPE
Branham Furniture Co.

STATESVILLE
Blackwelder Furniture Co.
B. F. Goodrich Store

STOKES
Jerome Perkins

ST. PAULS
Firestone Home & Auto
Supply

SWAN QUARTER
Quinn Miller Co.

TARBORO
Benton Green Furniture Co.
Electric Service Shop

TAYLORSVILLE
Rhodes Day Ellledge

THOMASVILLE
Alman Shaw Furniture Co.
B. F. Goodrich Store
Refrigeration Sales &
Service

TROY
Barns-Allen Hdwe.

VANCEBORO
White Hardware Co., Inc.

VASS
McKeithan Hardware Co.

WADESBORO
Forlow-Scarborough Hdwe.

WAKE FOREST
Smith Furniture Co., Inc.

WALLACE
B. & P. Electric &
Refrigeration Service

WARSAW
Warsaw Furniture Co.

WASHINGTON
Talley Brothers Supply

WENDELL
Lewis Furniture Co.

WEST JEFFERSON
Dollar Electric Co.

WILLIAMSTON
Farmers Supply Co.

WINSTON-SALEM
B. F. Goodrich
Crim-Brunt-Green
CBS, Inc.

YADKINVILLE
Yadkin Furniture Co.

• More than 5,000 managers and directors from America's rural electric cooperatives gathered in St. Louis last month for the 14th annual meeting of the National Rural Electric Cooperative Association.

As usual, North Carolina was well represented, both in numbers and in participation. Some 75 Tar Heels from every section of the state made the trek to participate in what was generally regarded as NRECA's most successful annual meeting.

The tenor of the meeting was set by the keynote address of NRECA General Manager Clyde T. Ellis. Ellis outlined the major problems facing rural electric cooperatives, placing emphasis on the power companies' stepped-up drive to discredit the co-ops.

According to Ellis, this propaganda campaign takes three forms:

(1) An effort to make the people believe that the co-ops, not the power monopolies, are the "big bad wolf";

(2) An attempt to pressure government into favoring the monopolies in-

already studying the feasibility of atomic generators.

One entire panel was devoted to atomic energy, and at least two companies exhibited models of pilot plants.

In his speech, Ellis noted the settlement of the controversial Kerr Dam issue in North Carolina. He said that much of the credit for the wheeling arrangement finally agreed to by CP&L should go to Senator Kerr Scott. Ellis recalled that Scott delivered a scathing demand last fall that Interior Secretary McKay resign. Shortly after that, Interior and CP&L agreed to wheeling terms.

The meeting also had its lighter moments. At a special evening session, Miss Kay Ruark of Georgia was selected "Miss Rural Electrification of 1956." She won the honor in competition with six other beautiful girls from other states.

The board of directors of NRECA re-elected as president Jack Smith of Chase City, Virginia. Smith is manager of the Mecklenburg Electric Co-

SOIL BANK

(Continued from Page 7)

age allowance for land thus diverted. The allowance would be "sufficiently high to encourage broad participation and thus assure the success of the program." This allowance would cover the costs of the conversion. Then the government would make annual payments to the farmer "related to the length of time needed to establish the new use of the land."

The farmer would agree that the acres put into the Conservation Reserve would be in addition to any land that he might put into the Acreage Reserve, and would result in a reduction in cropland cultivated.

In the crop-by-crop analysis that accompanied the presentation of this program, the President pointed out the special problems which corn presents. He thought the Acreage Reserve could be adapted to corn, but said that marketing quotas as such are not feasible because much of the crop is fed on the farm.

The President said the Congress might consider an alternative for corn: To eliminate acreage allotments and put price supports on a discretionary basis comparable with the other feed grains. Thus all corn growers would be eligible for price supports.

In general, the new farm plan was favorably received by Congress and farm leaders. Many of them, however, thought it did not offer enough in the way of immediate relief for farmers. Some thought it smacked of the ideas of Henry Wallace and Charlie Brannon.

It is almost certain that the program will be amended. Representative Cooley, for example, will fight for a restoration of supports at 90 per cent of parity. Others are calling for direct subsidy payments to farmers.

But it is equally certain that the essential structure of the Soil Bank will be maintained and passed by Congress. At this time everything indicates that you will be living and working under the Soil Bank in approximately the manner described above for a long time to come.

5,000 Attend Co-op Meeting in St. Louis

stead of the people—particularly in matters of Federal power sales;

(3) An outright invasion of co-op territories. This, Ellis said, takes two forms: the pirating of desirable customers, such as industries; and campaigns to actually make co-op consumers sell out their properties to the power companies.

Speakers who followed Ellis at the first session underscored the seriousness of the piracy problem. Case histories from Idaho, Texas, Colorado, Arizona and Montana were cited by spokesmen from those states, and several North Carolina delegates noted that we could have supplied cases of our own. Piracy, they said, is becoming increasingly more serious here.

But while these subjects provided most of the fireworks for the sessions, the meeting was generally marked by discussions of such weighty matters as the atomic generation of electricity.

Speaker after speaker, regardless of his topic, touched on the possibility of using the atom to solve generation problems. Governor Fred Hall of Kansas, for example, said that his state is

operative. This will be his third term.

The North Carolina representative on the NRECA board is Lee Hatley of Morganton. Hatley is also on the executive committee, representing the states from Maine to North Carolina.

Delegates and visitors packed the St. Louis Opera House at one of the night sessions for an in-person performance of "The Grand Old Oprey". Featured on the show were Little Jimmie Dickens, Minnie Pearl, The Duke of Paducah and other "Oprey" favorites. The Duke—Whitey Ford—doubled as master of ceremonies during the beauty contest.

At another night session, the co-op leaders saw the preview of the new rural electrification movie, "By the People, For the People." The movie, filmed by a professional company, depicts the organization of a typical rural electric cooperative, and shows the changes it brought about in a rural community.

The next annual meeting of the organization will be held next January in Chicago, Illinois.

GRADE A SALES UP

Sales of Grade A milk produced by North Carolina dairymen for the period of January to August, 1955, were about 2 per cent above the same period in 1954.



ANYAS NOW PROTECTS LEWIS' PLANT BEDS. HE IS WORKING WITH FOUR COUNTY EMC AT BURGAW ON PLAN TO USE ELECTRIC CABLE.

Home grown

STRAWBERRY PLANTS

This Pender County man has proved that quality plants can be grown here

By JOHNNY COREY

North Carolina needs more young farmers like Everette Lewis.

He believes Tar Heel farmers can become more prosperous by producing themselves more of the things used in their work.

For instance, take strawberry plants.

Even though the Old North State reigns as one of the world's largest strawberry growing states, most Carolina farmers have to send off to far places like Maryland and Tennessee to buy their quality strawberry plants.

This puzzled Lewis as he grew up on his father's Pender County strawberry farm at Rocky Point. Why couldn't money for these plants be kept in the state? Carolina soil could produce the best of any strawberry plant, he thought.

The Lewis boy decided to dedicate himself to the fruit and someday make strawberry plants a North Carolina business.

After a two-year hitch with the Air Force in World War II, he went to State College at Raleigh to study horticulture, specializing in strawberries.

He studied the fruit plant from end of its root to tip of its longest leaf. He learned how to protect the plant from insects, in what soil it grows best and how it stands under varying weather conditions.

For three summers he made tests at Hendersonville Mountain Experiment Station, finding out how strawberries and other vegetables grow in mountains.

Later he worked as an assistant to the county agent in New Hanover County.

After five years at State he graduated with two degrees—a BS in horticulture and MS in Plant Pathology. He became a top specialist in strawberry plant disease.

High salary offers came in from experiment stations in Maryland and other places where technical men of agriculture were needed.

Lewis' father urged him to take one of the jobs, saying farming offers only hard work, headaches and little money.

The tall, handsome Tar Heel turned down the paternal advice. He liked hard work and was convinced strawberry plants would make money.

In 1952 he borrowed money and bought a run-down farm in Pender County at Rocky Point. With a new tractor Lewis worked long hours getting the soil in shape.

By cutting out a tract of pine trees, he added eight acres to his cleared land. A \$3,000 irrigation system was purchased and two ponds were dug to provide a water supply.

A large barn was built to shelter his truck and equipment.

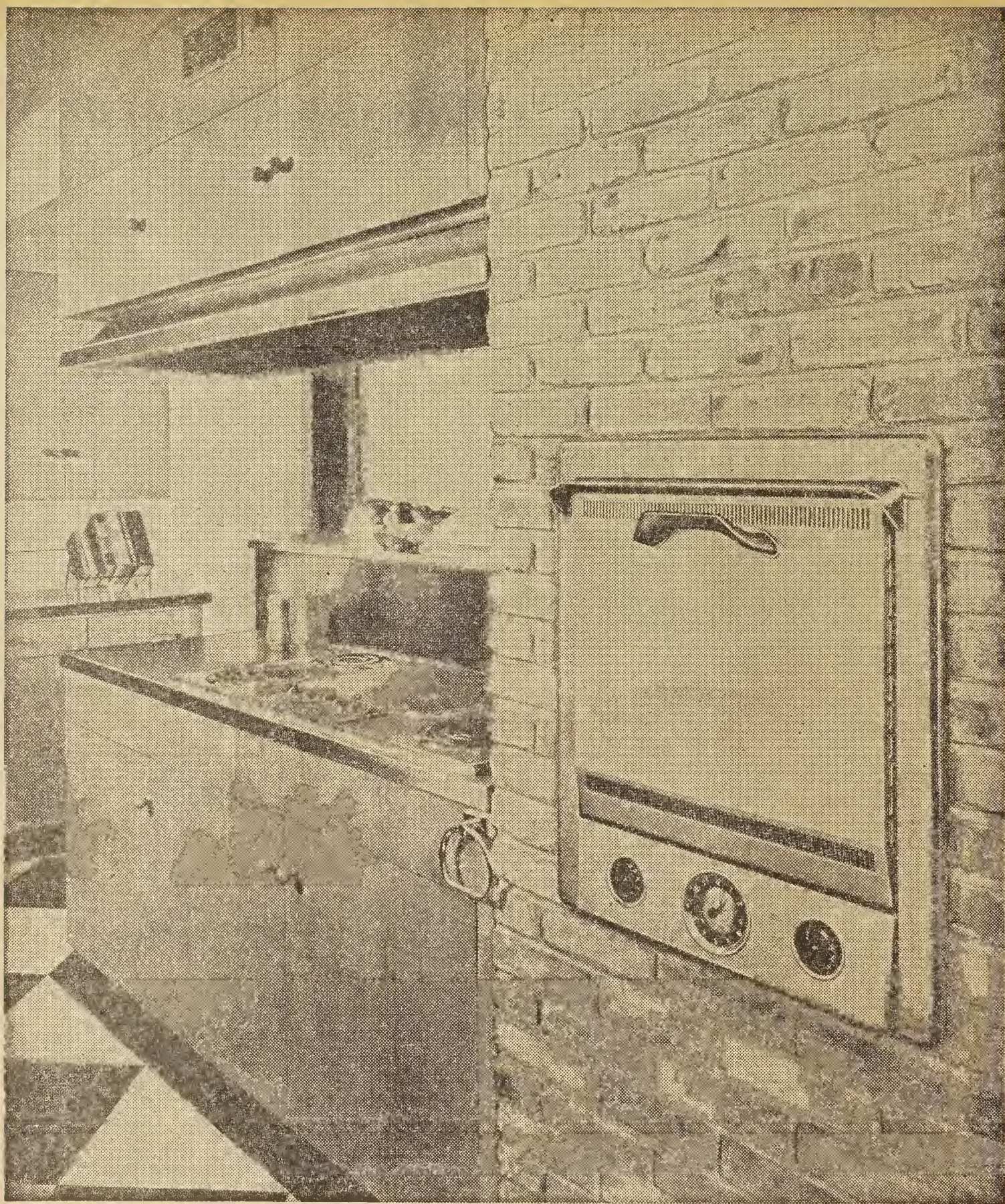
Lewis and his pretty city wife moved into the old farm house on the place. Together they renovated the structure into an imposing affair, complete with central heating and modern kitchen appliances.

Their electrical power was supplied by Four County EMC at Burgaw.

State College officials gave Lewis samples of their newly developed "Albritton" and "Dixieland" strawberry plants, varieties which produce delicious, bright red berries the size of plums.

Lewis staked his future on the two varieties which are supposed to be the best strawberries ever developed for

(Continued on Page 16)



BUILT-IN

If you're building a new home, or remodeling your old kitchen, you'll want to learn more about built-in appliances. You'll be pleasantly surprised at the cost of many of them, including the favorite — electric range oven and surface units.

The trend in modern house planning and remodeling is toward more and more built-in accommodations. Storage walls are being designed to provide a place for everything and leave more space for living. Living room storage is being tailored to fit the needs of the family, and it is decorative as well as useful: Built-in walls are planned, for example, to include desks, book shelves, radio and TV compartments, etc. And the trend extends to the bedroom, where batteries of closets and cabinets are built-in and clothing units are often combined here with dressing tables and desks.

And now our modern kitchen planners have accommodated the built-in fad to the kitchen, and the well-tailored kitchen today includes built-in dishwashers, surface range units, oven, freezers. One of the first place winners in Pee Dee Electric's "Premiums for Progress" Contest (see story page eight) planned her new kitchen to include built-in space for the freezer she hopes to buy in the near future.

Perhaps the most talked-about of the built-in kitchen appliances is the built-in surface cooking units and ovens. We talked this month with the kitchen planner for one of the leading appliance distributors in the state, and she is completely convinced that the built-in range is one of the most practical innovations in kitchen planning during the past few years. She tells us, too, that these tucked-away tailored kitchens need not be limited to the new home—old farm kitchens with jutting walls can offer exciting challenges to the built-in enthusiast.

We were interested particularly in the cost involved in the installation of the built-in range, the advantages it has over the standard models, and the

servicing of the new model.

The practicality of installing a built-in range in your remodeled or new kitchen will depend mainly on whether you are planning to include the purchase of a new range in your appliance buying. If your present range is still in good working condition, then you might want to confine your built-in remodeling to other appliances. The cost of the surface units and the oven in comparison with standard models will vary. A four burner surface unit and a single oven will cost approximately the same as a standard single-oven range. Of course, the price of a deluxe model, two-oven range is much higher than the standard built-in design. And the cost of your built-in range will depend on the number of surface units you want (they can be bought in units of two to add to the regular four eye surface) and whether your built-in plans include a double oven.

The advantages of the built-in range are many. The most obvious one is the conservation of space and the possibilities of using it more conveniently in the kitchen space you have available. Attractiveness is, of course, one of the prime selling points most women find in the built-in range, for the cabinet housing the surface units can be built of brick, paneling that matches the wall, or whatever materials are used in the kitchen. This prevents the stark whiteness of the traditional range from spoiling the increasingly popular colored or paneled kitchens.

Built-in ovens not only add to the attractiveness of the kitchen, but since they are mounted at waist level, they save the homemaker much bending and stooping on baking days. Since the oven does not have to be near the

surface units, the cooking center can be kept much cooler when baking is in progress. The built-in oven has another distinct advantage over the standard model: Since the oven is mounted, the heat goes straight up when the door is opened; and the homemaker is spared the heat on her face she is likely to get when stooping to check a product in a standard oven.

Most women who have installed these surface units and separate ovens in their kitchens readily attest to the ease of cleaning their built-in ranges. The cleaning chore, they tell us, is far and above more simplified when using this type range than it is with the standard models. The surface units are placed in stainless steel, textolite or some other easily cleaned surface. The units pull out with a twist of the wrist. Broiler and baking units in the oven can also be removed for cleaning.

Control panels for the surface units can be placed on the front of the cabinet or on the wall above the units. Kitchen stylist suggest that if the unit is placed in the cabinet, the space above can be kept free for wall decorations or for built-in storage cabinets.

If the kitchen is large enough to accommodate a bar-type arrangement separating the kitchen proper from a dining area, stylists suggest installing the surface units in the bar cabinet. In this manner, the homemaker can cook from the kitchen side and serve from the dinette.

Servicing of the built-in range is perhaps even simpler than serving the standard appliance. The built-in ovens slip out like a dresser drawer in some models and workable parts are removable in others. Surface units are easy to get to from underneath the cabinet.

APPLIANCES

PREMIUMS FOR PROGRESS

(Continued from Page 9)

barn with native field stone foundation and home grown pine and oak timber. The tin used in the sides were salvaged from the old barn and given a coat of aluminum paint and new galvanized roofing. The barn contains room for hay storage and a loafing area for as many as twelve cows.

The Cravens have come a long, long way in a year's time, too. In fact, they have literally made the road from tenantry to home ownership. And the jump was a big one: From an inadequate tenant homestead, they have moved into a well-planned, attractive modern home, complete with all conveniences. The new home, a spacious eight room structure, is fronted by a stretching lawn. The house consists of three bed rooms, living room, den, kitchen, paneled and glassed utility room, and bath. The kitchen is resplendent with pine cabinets and inlaid tile flooring, and boasts a modern electric range and refrigerator. Mrs. Craven's freezer is on the utility porch. The house is adequately heated by a central heating plant.

Moving into the new home, however, wasn't the joyous occasion the Cravens expected. The day they moved in, the year's peach crop (from which they had previously drawn the major portion of their income) was completely ruined. The Cravens weren't a family to sit and weep about the situation, though, and they turned their faces to the future and added a new source of income to their farm: poultry. They built two modern brooder houses (which were completed in August and October), consulted extension specialists, and put into practice the latest methods of chick brooding. They have carefully followed state recommended feeding practices, and make use of electric lighting to insure longer winter days.

The Craven family has found many ways to profitably improve their farming practices during 1956. Mr. Craven requested the soil conservation service to make a map designating the different types of soil on his farm and to make recommendations as to the proper utilization of each type. He has since made every effort to follow their recommendations. He follows, too, state recommended practices for fertilization and planting varieties. Crop rotation has also been a successful practice on the Craven farm.

The Stewart Blakelys (Rt. 1, Ellerbe) were given third place honors in the contest and warded a three hundred dollar bond. Their story was

a bit different from the first-place winners, for this family, rather than build a new house, set to work as a body of four to see what they could do to improve their present home, their farming practices, and their lives in general. And when one looks at the accomplishments made by this family during 1955, it's hard to believe so much could be done in twelve short months.

They improved their farming practices by putting an approved crop rotation plan into use, using state recommended practices for field crops, setting one-half acre in timber, using recommended practices for poultry, keeping records of farm receipts and expenditures, growing an adequate home garden, and preserving an adequate supply of meat for the family.

They painted the outside of their cinder-block house, and repaired most of the outbuildings. They installed a new bathroom in the house and repaired window and door screens. Their children's rooms were paneled, and a battery of built-in cabinets, closets and desks built for them. Floors in four rooms were refinished. They moved their water pump to the basement and put a neat cover on the old shaft for safety. Four new lighting receptacles were added in the house.

The entire family had complete medical and dental check-ups during the year. The Blakelys and their three children are active church, home demonstration, and 4-H members. Mr. Blakely is chairman of the community ASC committee, and was recently on a committee appointed to study and discuss the present farm situation and outlook.

Others winners in the contest and their awards were: Wayne Lee, Ansonville; \$200; J. T. Beachum, Peachland, \$150; Gilbert Caudle, Polkton, \$100; Earl Robertson, Wadesboro, Rt. 1, \$50; A. E. Crump, Mt. Gilead, \$25; Brady Rogers, Rt. 1, Wadesboro, \$25; and Harold Capel, Rt. 3, Wadesboro, \$15.

These are only a few of the 134 co-operative members who entered the "Premiums for Progress" contest; the remainder of the contestants also made outstanding contributions toward improving their communities by improving their own property. The contest encouraged many other Pee Dee members, whether actually registering as participants or not, to do a little extra "fixing" during the past year.

STRAWBERRIES

(Continued from Page 13)

North Carolina soil.

If he could produce enough of the plants, there'd be no need for local farmers to send away for them.

Lewis set out the State College plants on his best soil, nursed them carefully until they had firm stands.

Things went bad the first couple of years. The plants did not multiply fast enough to give the necessary supply to meet operating expenses.

Adverse cold spells, hurricanes and premature frosts destroyed most of Lewis' other subsistence crops.

At times Lewis thought he saw much truth in his father's remarks that farming offers only hard work, headaches and little money.

But the situation improved last fall. Despite bad weather, the breaks went with the young farmer and his plants multiplied in sweeping masses. He now has available over three million premium plants.

Orders from North Carolina and out-of-state farmers have poured into his rural mailbox. There's humming activity on the farm to fill them.

Since March and April are good months for transplanting, he hopes to have volume business at that time.

Lewis' brother, Lt. William Lewis, an Air Force pilot and also horticulture graduate of State College, recently went on inactive duty and has returned home to join in the strawberry plant enterprise.

Together, the Lewis boys hope to prove to their highly respected father that there's as much money in farming as a salary job in the city.

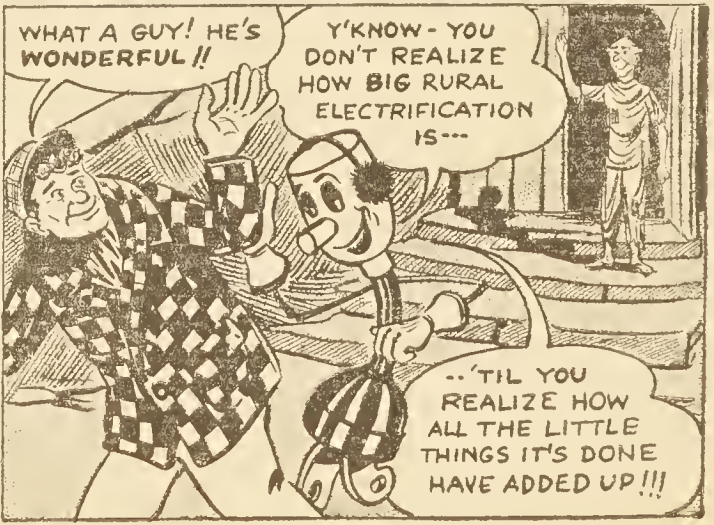
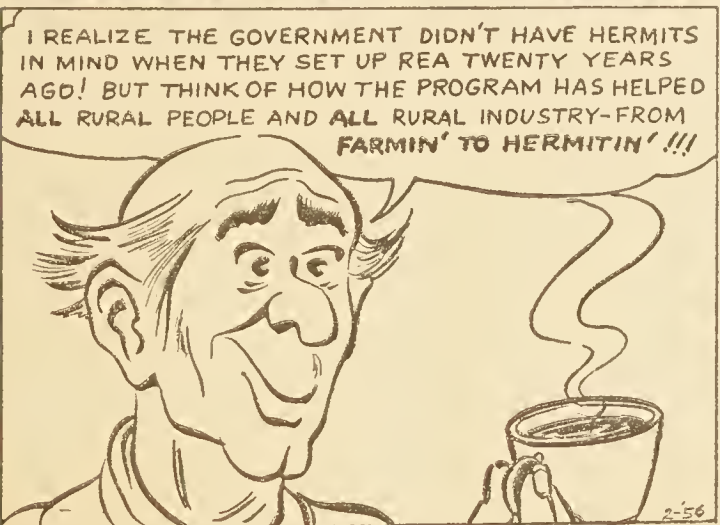
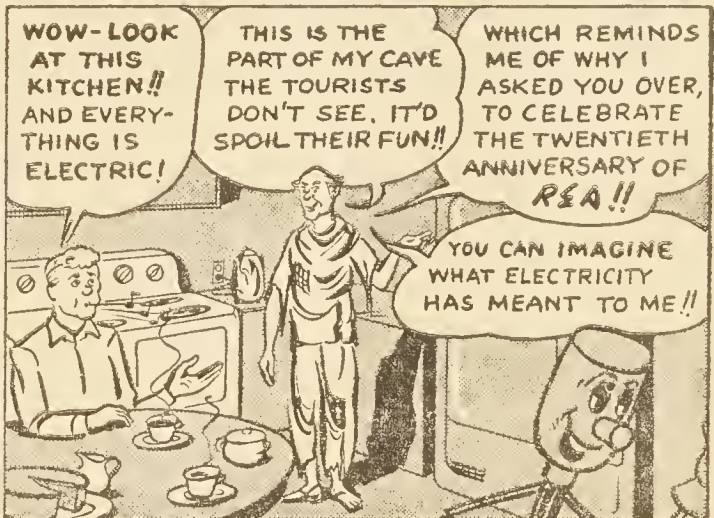
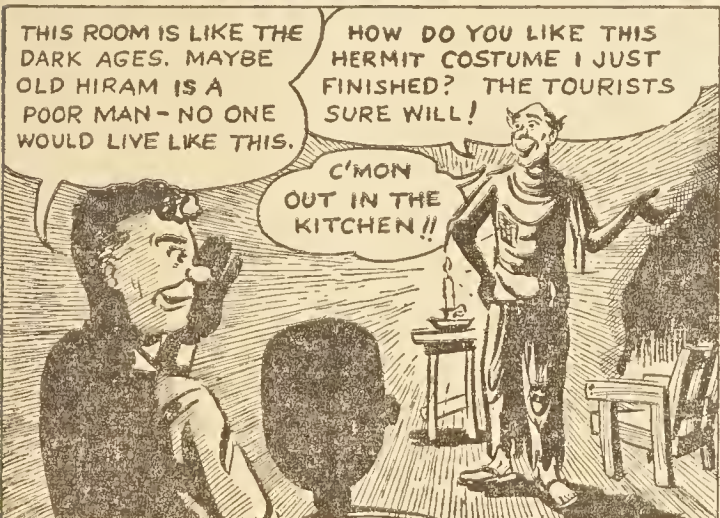
WASHINGTON

(Continued from Page 5)

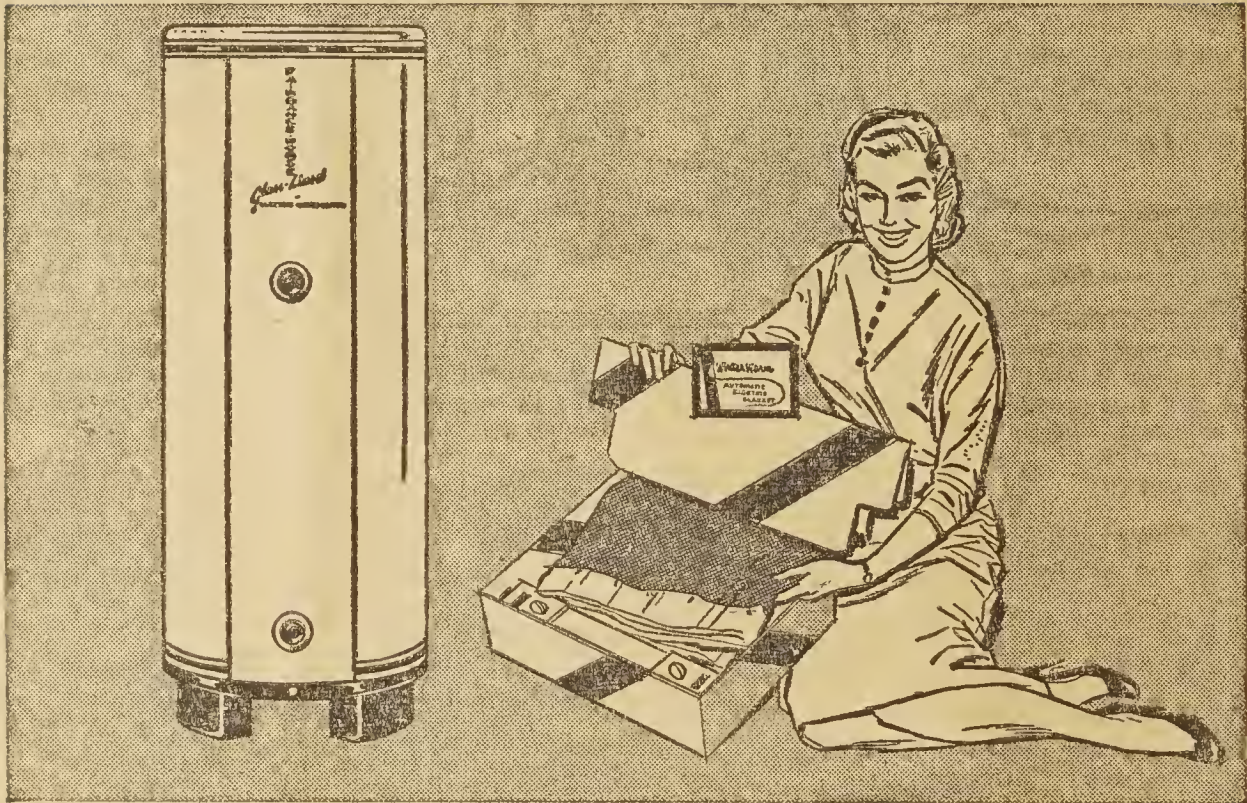
net capability to 10,050,485 kw by the end of Calendar 1958. This compares to anticipated load of from 9,800,000 to 10,000,000 kw at that time exclusive of services to Memphis.

"The Budget anticipates construction of one additional 180,000 kw unit at the John Sevier plant to be on the line by December, 1957, and two new 135,000 kw units at Johnsonville to be placed in service during 1958. The initial \$3,500,000 to begin the additional John Sevier Unit will, according to the Budget, be requested as a supplemental appropriation for fiscal 1956," Robinson explained.

The average price per pound for aromatic tobacco grown in North Carolina last year was 80 cents per pound.



**A bargain too good to overlook . . .
double winter comforts for only \$141.10!**



**BUY 40-gal., glass-lined Fairbanks-Morse
"quick recovery" electric water heater \$141.10**

**GET without additional cost a "Winter Warm"
automatic electric blanket* \$29.95**

TOTAL VALUE \$171.05

BOTH YOURS FOR ONLY \$141.10

This offer good only for limited time

Your F-M dealer has the heaters and blankets NOW See the Fairbanks-Morse new electric water heaters today! Features include the new 4500-watt "quick recovery" heating elements . . . glass-lined tank . . . full insulation . . . automatic safety controls . . . white enameled tank, etc.

*The "Winter Warm" automatic blanket offer applies to the purchase of *any* Fairbanks-Morse electric water heater—tank or table top model of 40-gallon or larger capacity. Your F-M dealer

offers a full selection of F-M electric water heaters. Fairbanks, Morse & Co., Chicago 5, Ill.

"Winter Warm" Automatic Electric Blanket
Sizes: full bed, 72 x 84; twin bed, 66 x 84.

Controls: automatic, single or dual (your choice) assures sleeping comfort regardless of temperature changes.

Fabric: nylon blend; 6" rayon satin binding; easily laundered; choice of 5 colors.

Safety: approved by Underwriters' Laboratories.



FAIRBANKS-MORSE

a name worth remembering when you want the best

**WATER SYSTEMS • GENERATING SETS • MOWERS • MAGNETOS
PUMPS • MOTORS • SCALES • DIESEL LOCOMOTIVES AND ENGINES**

Maybe you won't believe . . . but you'll sure hope!

KITCHEN OF TOMORROW

Great-grandma would consider our modern-day kitchen appliances miracles — even the ordinary ones such as electric irons, ranges, and refrigerators. But today's kitchen will seem more outmoded to your great-granddaughter than the kerosene-lighted kitchen of yesterday seems to you. Let's take a look into tomorrow's kitchen and see what's in store for our future homemakers—maybe for your daughter, as well as granddaughter!

Can you imagine having a kitchen where your dishes are washed automatically by "silent" sound waves in just three minutes and your food is cooked on an electric range that doesn't get hot? How about a serving cart that moves when you touch a button from the kitchen to the dining room? Or a magic recipe maker that mixes and measures dry ingredients for you at the touch of a button?

Sounds fantastic, doesn't it—like something out of a science fiction funny book. But a leading manufacturer of kitchen appliances assures us that one day all of these features will be "common as an old shoe."

Even the colors in future kitchens may be drastically changed—and a combination of white, black and shades of gray, with natural woods and colorful accessories, may one day be the

order of the mode.

Tomorrow's kitchen features a cooking center stocked with a big glass dome oven permitting baking, broiling or barbecuing with the food in full view. Surface cooking will be done on an attractive marble countertop. Induction heating units concealed below will boil water in a matter of seconds, without heating the marble. A utensil storage cabinet alongside the range rises automatically out of the countertop at the touch of a button.

The food preparation center will have a device to help the homemaker find a recipe by automatically delivering a card from a file of 1,000 when she presses a series of code buttons calling for a particular type of dish. She then inserts the card in a magic recipe maker where it is "read" by an IBM unit which measures the dry ingredients required and dispenses each at the press of a button. When the card enters the slot, the printed recipe and a full-color picture of the finished product are projected on a large viewing screen.

This center also features a movable chopping block which rolls along the length of the counter. Built into the chopping block is a household scale for weighing foods. In addition there is a concealed electric mixer, circular vegetable sink with built-in spray, a

knife rack that rises out of the counter, and drawer-type food freezers.

An ultrasonic dishwasher will whisk dishes clean in three minutes. Dishes are loaded in wire baskets which are automatically carried into an ultrasonic activated bath, then through a spray rinse, hot air drying section and sterilizer.

Another sink, this one full-sized and self-rinsing, will feature a warm air hand dryer, power-driven "pot scrubber" and a unique water control which may be present to measure out a specific quantity of water at any selected temperature.

The laundry section would make any homemaker's heart skip a beat. An automatic clothes hamper helps facilitate the otherwise tiresome task of clothes-sorting prior to washing. When the load in any of the three compartments reaches eight and one-half pounds, the device automatically moves across the countertop to the automatic washer, selects the proper washing time and water temperature for the fabric involved, loads and then starts the machine. Both the washer and dryer are built-ins. An electric ironer is concealed in a cabinet when not in use.

Do you think tomorrow's homemaker will look back longingly on the "good old days?"



Color

It's the modern potion
that can change your
size, personality, looks

DID you ever look at yourself in a mirror and wish you could say a magic word to transform the reflection? Or, in the presence of a dainty, pint-sized female, wish you could subtract three or four inches from your giraffe-proportioned frame? Or, if you're of the pint-sized variety, have you ever yearned for an Alice-in-Wonderland potion to stretch you to more regal heights?

Unfortunately, the dictionary can't supply us with magic words, and fairy potions are products of the fairy tales, not the neighborhood drug store. On the other hand, a research specialist (and our modern researchers are practical magicians in their own right, are they not?) has found that, though we're pretty well stuck with the basic frame nature gave us, one can do a great deal to create illusions of change. Mary Em Lee, clothing and textiles specialist for the State Extension Service, gives us the modern-day transformation agent: Color.

Miss Lee's color studies have proven that figure size is greatly influenced by the colors we wear. Just take a look at nature to see how she takes care of the relationship of size to color: The tiny butterfly is sparked with color, but, on the other hand, no proper elephant would be seen in public in red! And so with humans: A bright intense color has the power to make a person look larger; so the larger you are, the softer and more subdued the color you wear should be.

After completing her study on the relation of color to size, Miss Lee set up five basic rule-of-thumb color guides: (1) Poor figures are best featured in very plain dresses or inconspicuous colors such as navy, black, or a greyed color. This figure may feature brighter colors at the hat, shoes, or a touch of color at the throat. (2) Tall figures should be clad in bright dresses and dark hats. Should the tall woman, however, wish to emphasize her height, she should choose a bright

hat. Light hats make the tall person look taller because they call attention to height.

(3) Short figures are best featured in matching dresses and hats to give the illusion of height. These figures may also wear vivid hats with clothes that are more subdued in color. (4) Those on the heavy side should wear dark colors in a simple line. Dark shades are slenderizing. (5) Thin figures appear rounder in light colors.

And one of the most interesting conclusions of the color study is this: Even as color can change your size, so it also affects your personality. Whether you've thought about it or not, you are very definitely influenced by color. (A well-known light and design specialist has these interesting theories on colors in relation to human actions: green makes people feel cold from which orange makes them recover; drivers feel more of an urge to pass a red car than a black one; violet

causes melancholy, yellow stimulates brain activity and blue is relaxing.)

Becoming colors naturally make the wearer feel gay, confident and cheerful. (We knew of a teacher who chose a bright red dress for rainy days to cheer her classroom!) If you choose colors you're not quite sure about, you're apt to feel unsure, nervous and depressed. Personalities vary according to color: Red makes one person feel bright and sparkling and another irritated and unhappy. Blue may be sweet and soothing to some, depressing to others.

Color presents an interesting study in human relations. Have you ever noticed how much color can tell about a person? Start looking and see if you don't find that: conservative persons choose subdued colors; cheerful, vivacious persons usually choose gay, bright colors; a reserved woman inclines toward cool shades; and expan-

tools for color performance. They can change a lifeless, drab outfit into a Cinderella product right before your eyes. Colorful belts, collars, flowers, bags and costume jewelry act as wonderful "pick-me-ups" for wardrobe morale.

On the question of current fashion colors, Miss Lee gives the same advice she gives on current fashion styles: Wear them if they are becoming. Wear a fashion color sparsely and away from the face if it is unbecoming. In this respect, it is interesting to note the color choices of the different women of the world: French women generally prefer black, because of economy. A wardrobe based on black is always in good taste and presents no color-matching problem. American women are more conventional than most women, but they are very fashion conscious when it comes to color. Other countries rely on traditional colors that are used in a cer-



a creamy to sallow with yellow predominating, or it may be rosy or ruddy with red predominating. Whatever the color, it is important to know what it is in order that you may choose clothing and make-up in the most flattering colors. If yours is creamy or sallow, your best colors are probably in the red, red-violet, and orange groups. Green may also be a good color. Avoid purple, however, as it emphasizes the yellow tones.

If your skin is rosy or ruddy, wear colors containing yellow, which will reflect in your own skin tones. Reds will play down the red tone, and certain shades of green will emphasize the red tone of the skin.

If your eyes are your best feature, choose colors that will enhance their beauty, provided they are suited to your hair and skin. Vivid colors make dark eyes appear darker and light colors make light eyes appear lighter. Eyes that are blue, gray, or green are changeable and can reflect the colors worn. Cool-colored eyes, grey, blue or green are emphasized with cool shades in dress. Dark brown or warm-colored eyes are attractive with tones of red, brown or gold.

Miss Lee tells us that color is fun—and should be played with. Through study and experimentation you can do so much with it to improve your appearance. Sit down before a mirror and bright light and analyse yourself: your skin, hair and eyes. Study your features and decide on those you wish to play up and those you wish to play down. And what an excellent subject for a home demonstration club meeting color presents . . . a chance to get the advice of others on the colors you wear. Talk with your home agent about such a program (if you haven't already begun studying colors), or, should you want more information on color for another club, write Miss Mary Em Lee, Clothing and Textiles Specialist, Extension Service, N. C. State College, Raleigh, N. C.



sive, friendly women prefer warm tones of red and gold.

Colors can do so much to flatter you. Choose them to play up your best features by playing down the less attractive ones. For example, if you have beautiful eyes and ugly feet, select colorful hats to draw attention to your eyes and select simple black, navy or brown shoes. Remember, too, that white shoes make feet appear much larger. If you have slim ankles, bright, white or pastel shoes can be most attractive.

Combining design and solid colors presents a problem in artistry. Select one or more of the pattern colors and repeat these in accessories. Whatever you do, wear only one patterned fabric at a time. And choose your designs to flatter the figure: Vertical stripes do nothing for the "string-bean" woman, and large floral designs increase the size of the stout woman.

Now, let's consider accessories as

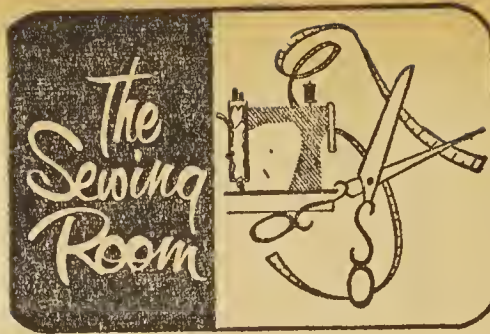
tain district. English women prefer various shades of brown, tan, and green, and some color studies charge this to the chilliness of the British climate. Latin European women like vivid colors. Italian women like bright colors either by themselves or in combination with black or other colors.

The choice of colors in make-up is equally important in your transformation as the color of your dress. Correct cosmetics can make some unbecoming colors more flattering. A sallow skin has tendency to look yellow in pale pink or violet dresses. But, with a light pinkish powder base, clear pink rouge, pinkish lipstick and pale pink powder, it will harmonize with these colors. A pale, clear-skinned girl can wear deep, bright tones if her complexion is heightened by a more lavish-than-usual use of rouge and lipstick and a darker shade of powder.

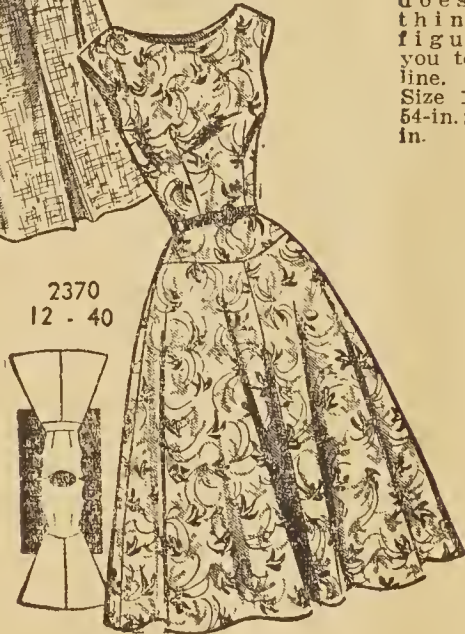
All skin tones are largely a combination of red and yellow. Yours may be



2183
10 - 40

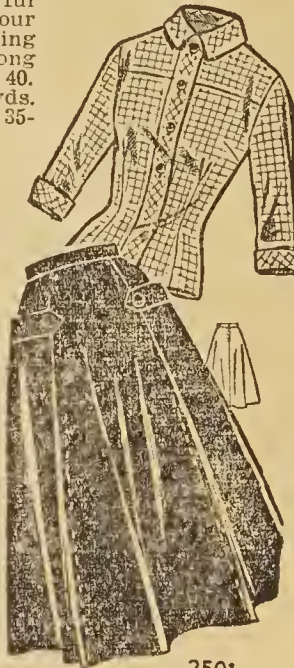


2183. Smart sewing for Spring! Jaunty little suiter that does wonderful things for your figure, slimming you to a new long line. Size 10 to 40. Size 16: 2 3/4 yds. 54-in.; 4 1/4 yds. 35-in.



2370
12 - 40

2370. Easy-to-make with lots of dash and swing. Moulded torso top that dips low to a smooth hipline that flares to a grand width of 118 inches! Size 12 to 40. Size 16: 4 1/4 yds. 35-in.; 3 7/8 yds. 39-in.



2501
10 - 20



2928. Little girl's charmer with lots of bouf, its own petticoat underpropping! Designed to make your wee femininity as sweet as her lollipops. Size 2 to 8. Size 4: Dress 1 3/4 yds. 35-in. Slip, 1 1/2 yds. 35-in.

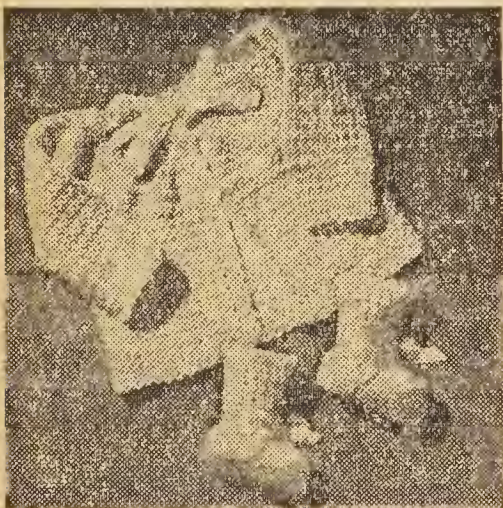
2928
2 - 8



2501. A new and easy shoulder line creates excitement for the blouse . . . smart button tab interest, a nonchalant flare mark its partner skirt for busy grace. Sizes 10 to 20. Size 14: Skirt, 1 7/8 yds. 54-in.; 2 1/2 yds. 39-in. Blouse, 2 1/2 yds. 35-in.

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Over The Lines

with Becky

Girdle Shopping

Know your figure type before buying that new girdle. Begin by determining waist measurements. If you have no figure problems, you'll be happy with a lightweight, firm underpinning, which will allow for easy movement. They come in lightweight, porous weaves and may be bought in the pull or pantie style. The girl with a "problem figure" should buy a girdle with extra control panels at the abdomen area or added strength and length at the sides. Overweight women will find that a girdle fits if it's long enough to get into. Clothing specialists tell us that a girdle fits if it's long enough to allow the back to lengthen into a sitting position; it allows for waist and diaphragm expansion; it gives tummy support; it's long enough to give a smooth thigh line; it fits snugly at waistline without gapping, yet without pinching.

Glove Baths

To keep your gloves looking fresh, wash often before soil works in below surface. White cotton and colorfast cottons or nylons can be washed by machine. Wash rayons, wools, colorful cottons, and white nylons by hand in warm suds. A soaped brush or washcloth works miracles on soiled palms and fingers. For stubborn grime, soap gloves thoroughly, roll up from fingers to cuffs, and wait an hour before washing. After rinsing, blot in towel, and dry flat.

Eye-Openers

From State College comes several wonderful suggestions for something new in breakfast fare. Try a tall glass of cold apple juice with one or two tablespoonfuls of lime or lemon juice for extra flavor. Applesauce makes a good topping for dry or cooked cereal—then pour real cream over all. Apple slices, cooked the night before in a light syrup with a tiny bit of butter, are tasty complements to waffles or pancakes.

White Rocks and Rhode Island reds are the most popular chickens among North Carolina poultrymen, says R. S. Dearystyne of the State College poultry science department.

Hearts and Flowers

One of the most charming traditions on the holiday calendar is due for celebration this month—Valentine's Day. In recent years, the day of love has gone unnoticed with the exception of the Valentine Box in the elementary school room or a few red hearts used to decorate a February church dinner. And what a pity! This is an excellent chance for a festive family dinner—a love feast—and with very little effort, you can turn a drab, February evening into a gala one for your family.

Set the table with those snowy white place mats you probably stow away for company. You might even dress up the individual setting with place cards. For a very simple card, cut red hearts from construction paper and paste on one side of a plain white card. Write the name in red ink—or, if none is available, use one of Johnny's crayons. If you really like to try your hand at artistic effects, you can add ribbons and laces to your paper heart and really create a work of art.

If you're a lucky homemaker who owns some of the beautiful old red crystal, use it on your table. Or maybe you could turn red glass candy dishes into serving dishes for this one special meal.

Let your imagination run wild for a centerpiece—if you're pushed for time, you might do something simple with your red and white Christmas candles. Stuff a tiny, lacy paper doily into the candle stick before putting the candle in, or bind the red candles with white ribbon and tie construction paper hearts to the ends. Incidentally, with a few paper doilies, I'm sure you can think of many variations for pretty Valentine decorations.

Did your family fall heir to a set of angel chimes for Christmas? If so, I always thought they would be just as attractive for Valentine as for Christmas. Use the same red candles you used for Christmas, and there you are: The Christmas angels have become Valentine cupids.



If your fancy runs to pink, substitute pink hearts, candles, and dishes in your decorations.

Have a good meal, served attractively, and top it with a pretty valentine dessert. Here are two new ideas you might try:

Make ring and heart-shaped sandwiches of thin-sliced white bread topped with a tart combination of cream cheese, cranberry sauce, and lemon rind.

Cranberry Ring Sandwiches

1 package strawberry flavored gelatin 1 teaspoon grated lemon rind
1 eight-ounce package cream cheese bread slices

Beat jelly and cream cheese together with rotary beater until smooth. Stir in lemon rind. Spread slices of bread with cheese mixture and cut out ring pieces with doughnut cutter. The little round centers make choice bits of eating, too. If you don't have a doughnut cutter you can use a water glass to cut the circles and a small bottle top to cut out the hole in the center.

Here's a wonderful sweet dessert that will really tell of your love to your family:

Strawberry Chantilly

1 package strawberry flavored gelatin; ½ cup whipping cream; 2 tablespoons
1¼ cups hot water sugar
1 12-oz. package frozen sliced straw- 1 cup shortbread cookies (coarsely
berries (unthawed) crushed)

Dissolve gelatin in hot water. Add frozen strawberries and stir until thawed. Place in refrigerator. Whip cream with sugar. Fold in cookie crumbs. Make 4 to 6 portions. Place in sherbert glasses.

By now the strawberry mixture should be starting to thicken. (It takes only about 10 minutes.) Carefully spoon into cream-lined dishes and return to refrigerator. Let stand about 15 minutes longer.

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ONE QUESTION ONLY

Once upon a time there was a scientist who had devoted all his life to the problem of making diamonds. He had but to find the answer to one little question and great wealth would be his. "Why don't you go to the Wise Woman of Thebe?" a friend asked him. "She knows everything and surely she would answer your question."

So the scientist set out for Thebe, and after much journeying arrived at the abode of the Wise Woman and was permitted to see her.

"I can receive thee today, since my husband hath gone to the chase," said she, "and I can answer thee one question, and one only."

Not only was the Wise Woman wise, but exceedingly beautiful. And she had a saucy look in her eye. So the scientist put his question.

"Tell me," said he, "when will thy husband return?"

* * *

WISE CRACKS

. . . . Penny-wise and pound-foolish means running out of gas while looking for a parking place with time left on the meter.

. . . . Today the awkward age for most youngsters comes when they are too old to watch Davy Crockett and not old enough to watch Betty Grable.

. . . . The psychiatrist who urges parents to spend more time with their children may be trying to drum up more business.



"Is this the block with the broken water main?"

Hale!

TRUE LOYALTY

Since little Billy's personal horizon had been greatly extended by several months at kindergarten, his mother decided to inquire concerning his current loyalties.

"Dear," said she, "whom do you love the best?"

The little boy pondered the question soberly and then replied, "Well, I love you best, Mommie, and Daddy next best, and my teacher the least. And in between come a lot of dogs."

CONFUSING

A trailer truck hauling a load of new cars had headlight trouble; the driver finally climbed up and turned on the lights of the front car.

Pulling his rig back on the highway the trucker saw an approaching car suddenly swerve, smash through a guardrail and skid into a cornfield.

He halted the truck, ran back to the overturned car and pulled out two stunned but uninjured occupants.

"What happened?" demanded the trucker.

"Well, as I was telling Mike," explained the dazed motorist, "if that thing is as wide as it is high, we'd better get off the road."

* * *

GETTING EVEN

The eleven-year-old boy stood patiently beside the clock counter while the druggist waited on the adult customers. Finally he got around to the youngster who made his purchase and hurried out to the curb where his father was impatiently waiting in the car.

"What took you so long in there, son?" he asked.

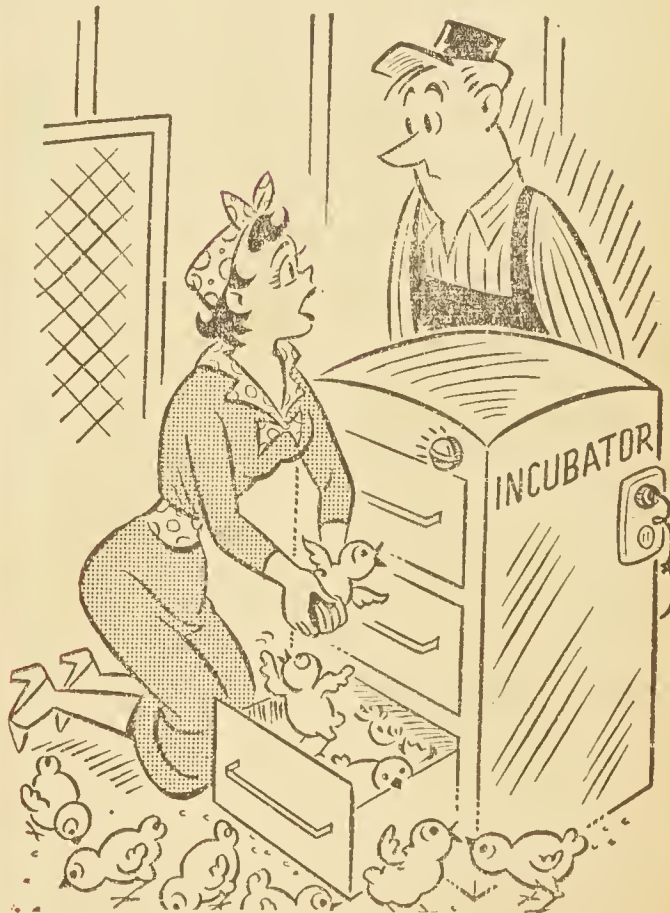
"The man waited on everybody in the store before me," the boy replied, "But I got even."

"How?"

"I wound all the alarm clocks while I was waiting," the youngster grinned happily. "Gonna be a mighty noisy place at eight o'clock."



"Isn't it amazing how much progress the new county agent has made?"



"Can't tell them from the real thing, can you?"

Words and Deeds

This, as everyone in the world must know, is election year, USA. This is the big one, when the people choose the President in addition to assorted Congressmen and Senators. Being the presidential election year, more sparks than usual will be flying.

Here at home, we will be electing one Senator and all of our Congressmen. Senator Ervin doesn't seem to have any opposition, but several of the Congressmen will have to run hard and scared.

As in the past, the *Carolina Farmer* will interview all candidates and present to you their views on rural electrification. And this year, something new will be added. We will present the voting records of all incumbents on this program. In that way, you can measure for yourself promises and performances.

We will publish this information for two reasons: First, because we think you have a right to know how your representatives vote on questions that are important to your electric business; and, second, because we think Senators and Congressmen should be proud of their voting records and want the folks back home to know what the record is.

We don't presume to think, of course, that a man's record on rural electrification will elect or defeat him. People vote for a representative for a number of reasons. We would like to think, however, that your electric business is important enough to you that you will consider it in making your decision.

CF's Birthday

We didn't get around to mentioning it last month, but this year will mark the tenth anniversary of the *Carolina Farmer*. The big month will be April, and we've planned some special doings to mark the occasion. Those of you who have been with the magazine all this time will, we think, find them especially interesting.

Ten years—120 issues, millions of words. Makes us wonder where so many of them came from, and if the ones we'll use during the next ten years will mean better things are happening to our readers. As Mr. Shakespeare said, "Tis a consummation devoutly to be wished."



TARHEEL VIEWS

By
William T. Crisp

Judging by what has taken place thus far, the 1956 session of Congress will devote more time, words and genuine concern to the farm problem than to any other issue confronting it this year. The reason for this is two-fold. First, the farm problem has become so serious that rural families in many regions are suffering severe economic hardship. And second, this is an election year.

But if anything has become clear during the current debates it is that there is just as much confusion over the farm problem as there is concern for the farmers' welfare. A case in point is the tobacco program.

Organizations representing the tobacco farmers in North Carolina have called for a further cut of eight per cent in the 1956 crop. Congressman Harold D. Cooley introduced legislation calling for such a cut, but stated when he did so that he doubted Congress would adopt it. Senator W. Kerr Scott is likewise doubtful of the wisdom of this additional tobacco cutback.

Similar disagreements of opinion are making it difficult for Congress to come up with a comprehensive farm program this year. Legislation proposed thus far is either for some type of "immediate relief" or aimed at "long

range" goals.

Few people will deny that many farmers are in bad need of "immediate relief." And certainly a "long range" policy is long overdue. But the only "long range" solution to the farm problem is going to have to be worked out primarily by the farmers themselves.

Certainly this is true in North Carolina, as we have recognized for some time. We shall have a prosperous agriculture in North Carolina only when we achieve a more balanced economy—an economy which does not threaten to come apart every time bad times affect a particular crop.

In this connection we know of no need greater than the development of small rural industries, particularly in eastern North Carolina. Governor Hodges has launched a vigorous program to encourage such industries throughout the state. It will behoove rural people to support this program just as strongly as any currently proposed farm "relief" legislation in Congress.

In the long run it will be the only program which will provide us with an economy independent of Federal relief measures and the politics which come with them.

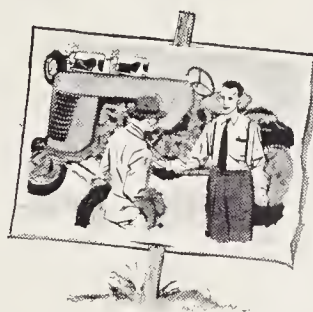


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...or a luxurious vacation someday. By investing in Savings Bonds, you're growing a reserve bankroll to help you over stormy days. When your tractor wears out, Savings Bonds help you buy a new one. If you need to, you can cash your Bonds any time after the first two months.



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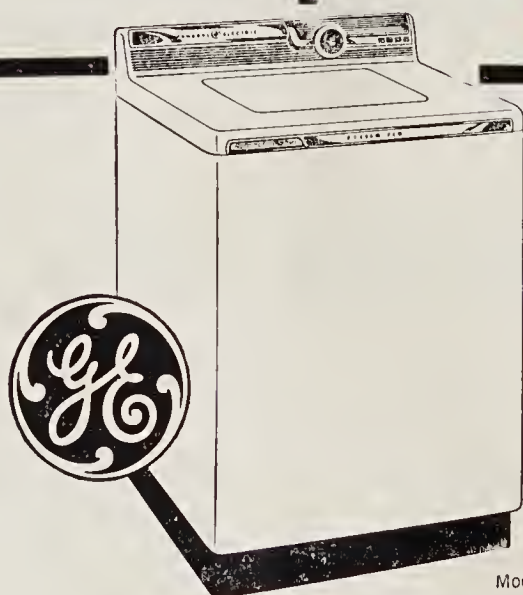
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Model WA-750N

Full tub of wash water circulates and filters five times during the wash cycle without wasting water or detergent. As the Filter-Flo system circulates the water, sand settles out the bottom of the washbasket, soap scum floats away, and lint is trapped in the filter which lets only cleansed sudsy water flow back into the washbasket.

**LOW DOWN PAYMENT
EASY TERMS**



Big Capacity — Compare the 10 pound clothes capacity of the G-E with that of other washers.



Water Saver Control — Saves detergent and gallons of hot water. Ideal for small loads.



Activator® Washing Action—Your clothes are individually cleansed as though washed by hand.



Matching G-E Dryer—New dryer with Automatic Clothes Conditioning. Your choice of Mix-or-Match colors, too.

See the new Filter-Flo washer in these exciting colors:
coral pink, cadet blue, turquoise green, canary yellow or woodtone brown. And, of course, white.

SEE YOUR LOCAL G-E DEALER

Walker Martin Inc., Distributor, Raleigh